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\ Chapter 18 Marketing essentials. Chapter 18 Marketing essentials. Visual Merchandising. The coordination of all of the physical elements in a place of business that are used to project the right image to its customers. Display. The visual and artistic aspects of presenting a product to a target group of customers.

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Marketing Essentials Chapter 18. Visual Merchandising. coordinates all of the physical elements in a place of business to project an image to customers. Display. refers to the visual and artistic aspects of presenting a product or service to a target group of customers to encourage a purchase.

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Chapter 18 Visual Merchandising and Display 13 the store, reinforce advertising, and promote the ... Marketing Essentials Chapter 18 Visual Merchandising and Display 19 End of Section 18.1. Title Chapter 18 Section 18.1 weiss [Compatibility Mode] Author: CWeiss

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Marketing Essentials © 2009 Chapter 18 I-Quiz 1. What is visual merchandising? a. The use of physical elements to project an image to customers b. TV advertising

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A B; Visual merchandising is a form of promotion because its artistic aspects focus on the customer's _____. emotional buying motives.

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ROLE PLAY Check your understanding of DECA performance indicators with the DECA activity in this chapter's review. For more information and DECA Prep practice, go to the Marketing Essentials OLC through glencoe.com. glencoe.com Chapter 18 — Visual Merchandising and Display 381 DECA Events These acronyms represent DECA com-

CHAPTER 18 Visual Merchandising and Display

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Marketing Essentials Chapter 18, Section 18.2 . Manipulating Artistic Elements The Color Wheel Marketing Essentials Chapter 18, Section 18.2 . Manipulating Artistic Elements Adjacent colors X, also called analogous colors, are located next to each other on the color wheel and share the same undertones.

Section 18.1 Display Features Section 18.2 Artistic Design

direct marketing, personal selling, and sales promotion efforts by other members of the marketing team. The five steps in creating a display are selecting the merchandise for display, selecting the display, choosing a setting, manipulating artistic elements, and evaluating the completed display.

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